

**Tourism Advisory Council
One Constitution Plaza, 2nd Floor
Hartford, CT 06103
Tuesday, June 12, 2012
1:30 p.m.**

Draft Minutes

Present: Cindy Clair, Steve Coan, Chairman Arthur Diedrick, Matt Fleury, Dan Hincks, Michael Price and Len Wolman

Absent: Mitchell Etes, Larry McHugh and Jeff Nichols

Staff: Rose Bove, Rena Calcaterra, Christine Castonguay, Barbara Cieplak, Randy Fiveash, Robert Gregson, Jennifer Haag and Jean Hebert

Guests: Stephanie Hazzard, Tony Kobylinski, Dawn Langeland, Jamie Melecio, John Ritterhoff, Jack Weber and Kate Williams

I. Call to Order

Chairman Arthur Diedrick called the meeting to order at 1:38 p.m.

II. Overview of Tourism Advisory Council Responsibilities

Randy Fiveash gave an overview of responsibilities to the Council members.

III. Marketing Team Presentation

The members of Chowder, Inc. gave a presentation to the Council regarding the new branding work and the Connecticut Office of Tourism's, (COT) new strategic marketing campaign.

- Jack Weber of the Harrison Group spoke of the marketing research done to get to this point
- Jack spoke of the future plans for qualitative groups in June in CT, RI and Long Island running the ads by these groups
- Tracking study in place to find out how the ads are changing people's imagery of CT, or interest in CT

Council members Len Wolman and Michael Price spoke to the importance of being able to judge the impact of advertising on visitation and jobs.

- Jamie Melecio spoke next from Media Storm
- Their efforts are focused on a target audience that was identified during earlier market research
- This target audience includes families looking for the outdoors, beaches, hikes, lakes etc., along with older couples looking to explore Connecticut's rich history, arts, theater, restaurants, town by town

- The media plan targets the following geographies; Greater Metro NYC, northern New Jersey, eastern Pennsylvania, Rhode Island, Boston and central Massachusetts
- Advertising is being placed in local broadcast, local cable, radio, digital, out of home and magazines
- John Ritterhoff and Tony Kobylinski from Chowder defined the mission statement
- They spoke of the station dominations in Penn Station, Grand Central, NY and 30th Street Station in Philadelphia
- Moving forward COT will be shooting the northwest corner of the state for the fall ad campaign, as budget allows

Council member Matt Fluery spoke to the importance of Hartford and central region and other areas of the state in the marketing as well.

- COT will be marketing the whole state, maybe not in 30 second commercial spots but through all other forms of media
- Stephanie Hazard of Chowder spoke of COT's Co-op programs and partnerships

Council member Steve Coan suggested reaching out to the business's that are not at the table to get them involved in the partnership opportunities. The more partners the stronger the campaign.

- Dawn Langeland and Kate Williams from Fleishman Hillard spoke about mobilizing the brand with ambassadors of the state telling their stories
- COT will be focusing on partnerships to get deals and packages together
- Working with third party endorsements, great brands are built on the backs of the consumers
- Focusing on summer travel as well as supporting the fall campaign

Council member Michael Price suggested getting the "Cromwell Group" together for a similar presentation as today.

- Division Director Randy Fiveash will follow up on the suggestion

IV. Tourism Product Development Grant

Rena Calcaterra presented an overview on the Tourism Product Development grants to the Advisory Council as well as presented the three recommended awardees listed below for approval.

Name	Grant Amount
1. Hill-Stead Museum, Farmington, CT	FY12 \$50,000.00
2. Maritime Aquarium at Norwalk, Inc., Norwalk, CT	FY12 \$50,000.00
3. Connecticut Zoological Society, Bridgeport, CT	FY12 \$50,000.00
	And

FY13 \$25,000.00

Total \$175,000.00

A motion by Michael Price, second by Steve Coan, the Tourism Advisory Council approved the three (3) Tourism Product Development Grants listed above for a total of \$175,000.00. (Y-7, N-0)

V. Adjournment

A motion to adjourn was made and so moved. The next meeting is scheduled for Tuesday, August 14, 2012, 1:30 p.m., One Constitution Plaza, Main Conference Room, Hartford, CT

Respectfully submitted:

June 27, 2012

Jennifer Haag, Assistant to the Office of Tourism